SBO

SCHOOL BAND AND ORCHESTRA

MARKETING SOLUTIONS

The Leading Informational Resource for School Band and Orchestra Directors

www.sbomagazine.com

SBO
SCHOOL BAND AND ORCHESTRA

Reach Nearly 25,000 Qualified Subscribers

Your #1 Resource for Reaching Nearly

25,000

Qualified Subscribers

School Band & Orchestra

SBO provides an outstanding opportunity for companies and music colleges, universities, and arts-intensive high school programs that target the universe of school band and orchestra directors. With a market-leading circulation in print and thousands more accessing the publication digitally, *SBO* can provide exposure for your products and services to a highly targeted audience of school music educators. These instructors influence the purchase of millions of dollars' worth of items in products and services pertaining to music education. *SBO* provides insight into challenging issues such as recruitment and retention, budgeting, fundraising, travel, and administration, as well as producing educational and creative performances. By placing an advertising schedule in *SBO*, your company will be visible to a variety of directors who are involved with concert, marching, jazz, and modern bands, string and symphonic orchestras, chamber and other small group performance ensembles.

More Channels, More Customers

SBO gets your advertising message out to over 25,000 qualified subscribers, on their terms, anywhere, and anytime. Monthly print, mobile, and desktop formatted issues of *SBO* establish and reinforce advertising awareness via repeat frequency of deep content engagement. *SBO* website content works to target and serve your message exclusively to search qualified prospects. *SBO* email media provides immediate, comprehensive, and quick turnaround response access to over 18,000 opt-in subscribers.

Published 12 Times Annually

SBO publishes 12 issues each year with in-depth features, director profiles, news and information, new products, and the annual *College Search and Career Guide*. Our advertisers benefit from year-round visibility and consistency in the marketplace.

Online solutions that drive results - *SBO* newsletter, sbomagazine.com, and *SBO* digital editions for mobile

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SBO 10-17-2016

SBO
SCHOOL BAND AND ORCHESTRA

Editorial Focus

***SBO* features practical, hands-on editorial content, including:**

PROFILES - Of band/orchestra directors who have created, enhanced, or turned around their school's music programs. Their ideas and methods for success are detailed each month.

INTERVIEWS - With leading experts in the school music field.

SURVEYS - Reports on the latest trends and activities in school music.

BUDGETING - Advice on new instrument purchases, student travel, introducing new student music programs, and more.

POLITICS - Working with school boards, administration, faculty and parents organizations.

FUNDRAISING - New ideas and proven strategies from experts in the field.

TEACHING MATERIALS - Reports on the newest teaching methods and materials.

NEW PRODUCTS - The latest musical instruments and accessories in the market.

PERFORMANCES - Preparing innovative and educational performances that hold student interest and grow audiences.

EVENTS - Coverage of major band and orchestra shows, including Midwest Band Clinic, Texas Music Educators Association, and many other state music educator conventions.

REPAIRS - Simple repairs for directors.

NEW FOR 2017
The String Section
A new monthly column by Jennifer Steinfeldt Warren.

❖ Omni Channel Media

ANNUAL & MONTHLY ISSUE COVERAGE CORE TO SCHOOL MUSIC EDUCATORS

- BACK TO SCHOOL
- THE BAND DIRECTOR'S SURVIVAL GUIDE
- PARENT & BOOSTER RESOURCES
- ANNUAL MUSIC DIRECTOR'S RESOURCE GUIDE
- COLLEGE SEARCH AND CAREER GUIDE
- FUNDRAISING/TRAVEL GUIDANCE
- COLLEGE & PROFESSIONAL MARCHING BANDS
- AND MORE, EVERY ISSUE!

PACKAGE YOUR MESSAGE TO BAND AND ORCHESTRA DIRECTORS

PRINT • DIGITAL • E-MARKETING • DIRECT MAIL

• **THE LARGEST BAND & ORCHESTRA DIRECTOR CIRCULATION** of any print magazine in the industry, reaching nearly 25,000 qualified subscribers.

• ***SBO's* iPAD & DIGITAL EDITION** expands your visibility to worldwide markets as your ad is seen on-line with direct links to your website. Thousands of international music education professionals will see your message.

• **BROADCAST E-MAIL YOUR MESSAGE** to over 18,700 band and orchestra directors with *SBO's* exclusive broadcast e-mail service. This essential service allows you to target your message to the decision makers who prefer to receive their information via e-mail.

• ***SBO* WEEKLY E-NEWSLETTER** offers a powerful e-marketing opportunity to help drive traffic to your website. Readers consider *SBO*'s e-newsletter to be an essential tool for getting the latest industry news, trends, exclusive editorial content, surveys, and much more! Your banner ad is certain to generate leads and exposure for your company.

• **TARGETED ACCESS**
SBO provides complete fulfillment services for all advertiser direct mail and magazine insert campaigns. Our qualified subscriber base may be targeted geographically and/or by demographics.

SEND COLOR PROOFS TO:

Timeless Communications
Attn: (Publication Name/Issue Date)
6000 S. Eastern Ave., Suite 14-J
Las Vegas, NV 89119

Tel: (702) 479-1879
eFax: (702) 554-5340

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SBO 10-17-2016

2017 EDITORIAL **CALENDAR**

SBO SCHOOL BAND AND ORCHESTRA

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***INFORMED INSPIRATION* – EVERY ISSUE OF SBO IS A UNIQUE RESOURCE FOR MUSIC EDUCATORS & STUDENT ENSEMBLE DIRECTORS**

- **MUSIC PERFORMANCE|MUSIC EDUCATION:** Current News, Repertoire, New Products & Services, Related/Support Organizations Resource Updates
- **BEST PRACTICES|LEARNING:** Performance Technique, Travel Destinations, Pedagogical Trends, Administrative/Management Advice, Continuing Education, Program Expansion/Fundraising
- **INFLUENCERS|LEADERSHIP:** Leading Music Educator and High Profile Peer Insights, Solutions, and Advice; Topical Surveys; Company/Leadership Spotlights.

ISSUE	SPECIAL OPPORTUNITIES	ISSUE FEATURES	PRODUCT SHOWCASE	FOR STUDIO AND STAGE	BONUS DISTRIBUTION	DATES & DEADLINES
JANUARY		Orchestral Symphonies	Continuing Education Programs	Handheld Audio & Video Recorders	Winter NAMM show TMEA	Space reservations: 12/29/16 materials due: 12/30/16
FEBRUARY		**Director's Resource Guide** Camps & Workshops	My First Instrument- New Technology for Early Learners	Compact Mixers		Space reservations: 01/26/17 Materials due: 01/27/17
MARCH		**Festivals & Competitions** Best Tools for Schools	Fundraising services	Live Sound Microphones		Space reservations: 02/23/17 Materials due: 02/24/17
APRIL		**Educational Destinations**	Marching Brass	Portable Live Sound Systems	RPMDA	Space reservations: 03/23/17 Materials due: 03/24/17
MAY		**Music Technology** Uniforms/Footwear	Clarinet Reeds & Mouthpieces	Digital Audio Workstations (DAW's)		Space reservations: 04/27/17 Materials due: 04/28/17
JUNE		**Student Travel** Marching Band/Field Shows	Professional Bands & Orchestras	Portable Stages, Shells, & Risers		Space reservations: 05/25/17 Materials due: 05/26/17
JULY	2016 Music Scholarship Essay Contest	**Fundraising** Director's Survival Guide	Orchestral Percussion	Live Sound - Floor Monitors	Summer NAMM	Space reservations: 06/22/17 Materials due: 06/23/17
AUGUST		**College & University Music Programs**	Trumpet Mutes & Mouthpieces	Music Notation Programs		Space reservations: 07/27/17 Materials due: 07/28/17
SEPTEMBER		**Back To School**	Band Uniforms	500 Series Processors		Space reservations: 08/24/17 Materials due: 08/25/17
OCTOBER		**Woodwinds** Bandroom Equipment/Gear	Violin Strings & Bows	Studio Monitors		Space reservations: 09/21/17 Materials due: 09/22/17
NOVEMBER	College Search & Career Guide	**Percussion**	Marching Drums	Live Sound Mixers	PASIC	Space reservations: 10/26/17 Materials due: 10/27/17
DECEMBER	Music Education Events Calendar	**50 Directors Who Make a Difference**	Accessories: The Band Room	Personal Monitoring Systems	The Midwest Clinic	Space reservations: 11/23/17 Materials due: 11/24/17

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SBO 10-17-2016

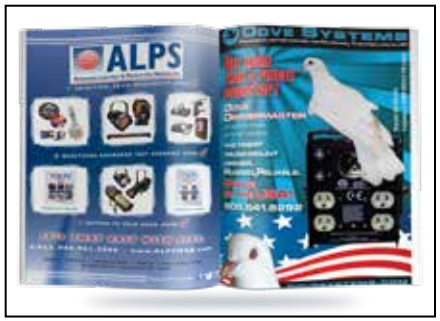
CREATIVE BUSINESS **SERVICES**

TOTAL **MARKET** • TOTAL **REACH**

Timeless Creative, a division of **Timeless Communications, Corp.**, is your complete creative resource team that will build your brand to ensure the success of your business. With over 15 years of continuous content development, Timeless Creative provides unique resources and results driven expertise on mindshare, brand awareness, product launches, corporate identities, and market research. Timeless Creative will deliver across all platforms: print, digital, social media, POPs, PR, billboards, event production, and sales collateral. When it comes to achieving result expectations that deliver to marketing and sales goals, Timeless Create is your #1, best choice creative partner.

BROCHURES
Tri-Folds, Booklets, Product Catalogs, Bi-Folds, Single Page, Custom

BUSINESS IDENTITY
Logos, Brands, Business Cards, Letterhead, Envelopes, Newsletters



PRINT MEDIA ADVERTISING
Magazine Ads, Flyers, Billboards, Postcards, File Folders, Promotional Items

WEBSITE DEVELOPMENT
Website Design, Social Media, SEO, PPC, Search Engine Marketing (SEM)

OMNI **CHANNEL REACH**

COMPANY ADVERTORIAL PROMOS

CREATIVE BRANDING ADVERTISEMENT
BELLY BANDS • INSERTS • ADVERTORIALS • POLY-BAG
GATE FOLDS • BELLY BAND DELUXE SPREADS

PRINT

DESKTOP

ALL MOBILE DEVICES

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RATE CARD

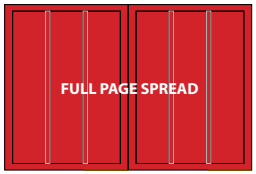
Size / Position	1x	3x	6x	12x
Full Page	$2,900	$2,700	$2,500	$2,300
Full Page Spread	$5,300	$5,000	$4,500	$4,300
2/3 Page Vertical	$2,300	$2,200	$1,900	$1,700
1/2 Page Spread	$3,350	$3,100	$2,800	$2,400
1/2 Page Horizontal	$1,750	$1,650	$1,550	$1,350
1/2 Page Island	$1,750	$1,650	$1,550	$1,350
1/3 Page Square	$1,325	$1,225	$1,125	$925
1/3 Page Vertical	$1,325	$1,225	$1,125	$925
1/4 Page Vertical	$1,175	$975	$875	$775
1/4 Page Square	$1,175	$975	$875	$775
1/6 Page Vertical	$600	$575	$550	$525
1/6 Page Horizontal	$600	$575	$550	$525
Back Cover				$3,450
Inside Back Cover				$2,645
Inside Front Cover				$2,990

Need Design Help? *$200 fees apply for one-time designs. $100 fee for changes to existing artwork*

CLASSIFIEDS

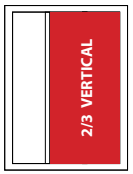
SIZE	1X	3x	6x	12x
1/2 Page Horizontal	$1,400	$1,300	$1,200	$1,000
1/2 Page Vertical	$1,400	$ 1,300	$1,200	$1,000
3 Columns x 1 inch (6.95 x 1)	$230	$220	$210	$200
3 Columns x 2 inches (6.95 x 2)	$330	$320	$310	$300
3 Columns x 4 inches (6.95 x 4)	$650	$625	$600	$575
2 Columns x 2 inches (4.60 x 2)	$260	$250	$240	$230
2 Columns x 3 inches (4.60 x 3)	$330	$320	$310	$300
2 Columns x 4 inches (4.60 x 4)	$400	$390	$380	$370
2 Columns x 5 inches (4.60 x 5)	$500	$490	$480	$470
1 Column x 1 inch (2.16 x 1)	$90	$85	$80	$75
1 Column x 2 inches (2.16 x 2)	$180	$170	$160	$150
1 Column x 3 inches (2.16 x 3)	$230	$215	$200	$185
1 Column x 4 inches (2.16 x 4)	$260	$250	$240	$230
1 Column x 5 inches (2.16 x 5)	$330	$320	$310	$300

SPECS

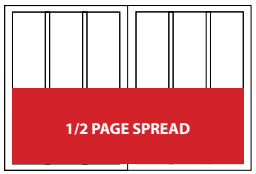


Full Page Spread
W/ 16.25 X H/ 10.875
W/BLEED
W/16.5 X H/ 11.125

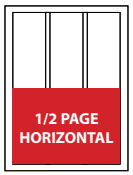
Full Page
W/ 8.125 X H/ 10.875
W/BLEED
W/ 8.375 X H/ 11.125



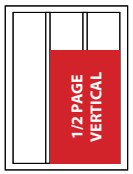
2/3 Vertical
W/ 4.6 X H/ 10



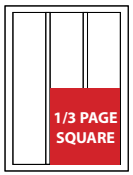
1/2 Page Spread
W/ 13.9 X H/ 5



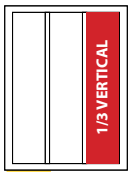
1/2 Horizontal
W/ 6.95 X H/ 5



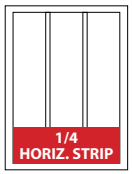
1/2 Vertical Island
W/ 4.6 X H/ 7.5



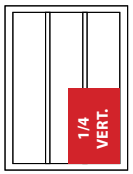
1/3 Square
W/ 4.6 X H/ 5



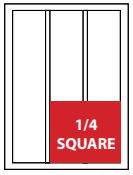
1/3 Vertical
W/ 2.16 X H/ 10



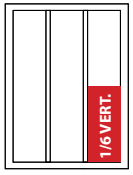
1/4 Horizontal Strip
W/ 7.075 X H/ 2.388



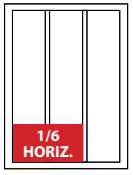
1/4 Vertical
W/ 3.375 X H/ 5



1/4 Horizontal Square
W/ 4.6 X H/ 4



1/6 Vertical
W/2.16 X H/ 5



1/6 Horizontal
W/ 4.6 X H/ 2.5

All bleed Ads must have 0.125" past the trim edge. Fractional ads, use the non-bleed dimensions as your live area. Do not allow any essential type or art to fall outside this area. For spread ads, do not place any essential type or images across the gutter (center line) without adding .125" space on each side of the fold for safety (total .25").

All ads must be submitted in digital format. Preferred file submission: CMYK or grayscale, high resolution (300dpi or greater) Photoshop-compatible **EPS**, **TIFF**, **JPEG** or **PDF** files. If supplying layered files, all support images and fonts must be included with all fonts converted to outlines. Other acceptable file formats are: Mac-compatible InDesign CS6 or Illustrator EPS files, collected with all working files and Postscript fonts (screen and printer) included. Publisher is not liable for inferior outcome if guidelines are not followed.

This publication prints in a web offset, CMYK format and to SWOP standards. For color critical ads two digital color proofs must be provided, created from the supplied digital file on a contract-quality, digital halftone proofing system in accordance with SWOP standards (Imation Digital Matchprint, Kodak Approval, Iris, Rainbow, etc.)

Laser or inkjet proofs are not considered accurate in color and will be used for content confirmation only. Publisher is not liable for color inaccuracy if guidelines are not followed and color proofs not supplied.

If you have questions or concerns regarding ad or insert specifications, please contact the production manager at (702) 479-1879 ext. 110. For ad sales information, please contact your account manager.

Preferred method of ad file delivery—please upload digital files to: **www.timeless-com.com/AdSubmissions (100 MB Max)**

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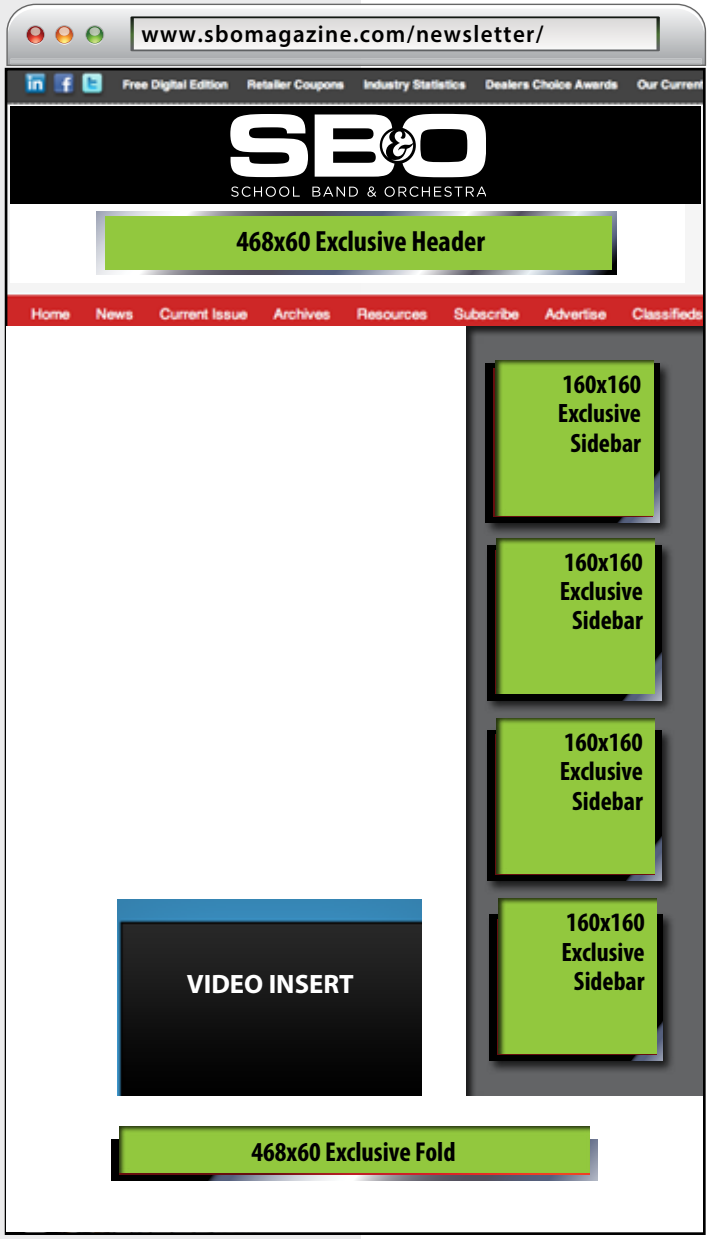
NEWSLETTER **ADVERTISING**

HIGH **VISIBILITY**



NEWLETTER **SPECS**

Acceptable Formats: .jpg, .gif, .swf **(No Flash)**
Size requirements: around 200K
All newsletter spots are EXCLUSIVE

468x60 **EXCLUSIVE HEADER**

Subject to availability.

$750/month

468X60 **EXCLUSIVE PAGEFOLD**

Subject to availability.

$600/month

160X160 **EXCLUSIVE SIDEBAR**

Stacking order may alternate.

$500/month

VIDEO INSERT

Stacking order may alternate.

$750/month

CUSTOM **EMAIL BLASTS**

$750/email blast

Set your sights on sales with a targeted customized e-mail blast. ***SBO*** can deliver your message to thousands of current e-mail addresses from our database. HTML or plain text with an attachment formats available. This is the best way to deliver your personalized message straight to the desks of decision-makers throughout the industry. *Custom e-mail blasts are only available to advertisers in* **SBO** *Magazine who have reached a spending level of at least $15,000 in 2016/2017, or are contracted for a minimum of $15,000 for the calendar year of 2016/2017.*

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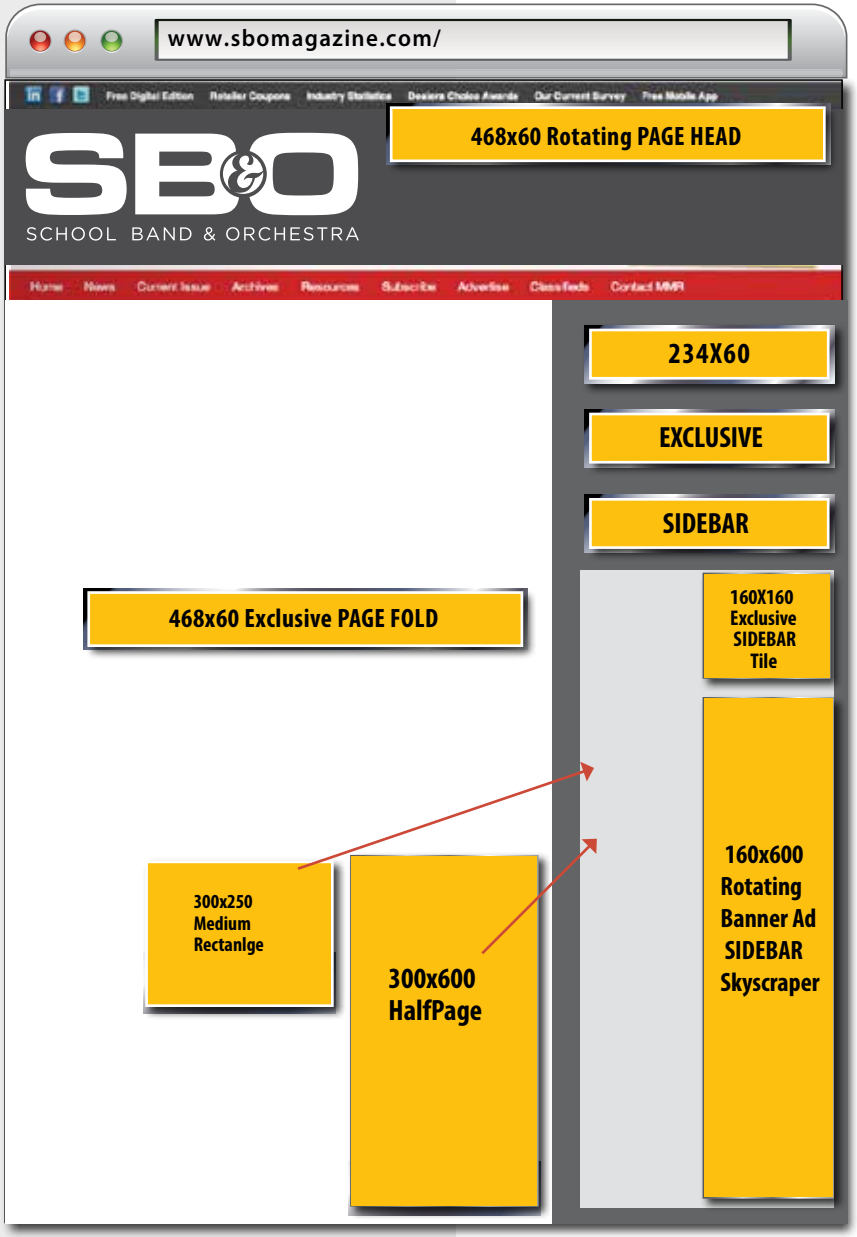
WEBSITE **ADVERTISING**

HIGH **VISIBILITY**



WEB BANNER **SPECS**

Acceptable Formats: .jpg, .gif, .swf
Size requirements: around 200K
Flash requirements: If you submit a .swf file you must include the EDITABLE .fla version as well. Do not embed links and do not send locked files. We do not allow audio.

468X60 **EXCLUSIVE PAGE FOLD**

This ad appears on ALL pages in the site and is EXCLUSIVE to the client.
$750/month

468X60 **ROTATING PAGE HEAD**

This ad appears on ALL pages in the site and is SHARED. Limited availability.
$750/month

234X60 **EXCLUSIVE SIDEBAR**

This ad appears on ALL pages in the site and is EXCLUSIVE to the client.
$400/month

SIDEBAR

These ads are all EXCLUSIVE to the client. The Left side banners appear on ALL pages in the site and Right side banners appear on most pages WITHOUT articles. Placement may vary and there are multiple sizes available:

SIDEBAR	PRICE
300x250 media rectangle	$600/month
160X160 Tile	$450/month
300x650 half page	$900/month
160X600 Skyscraper	$750/month
Site Background Wall Paper	$1,000/month

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